



**CALL FOR PROPOSALS AND BASIS FOR THE  
SELECTION PROCESS FOR EVALUATION AGENCIES:  
EU PROMOTION MULTI PROGRAMME launched by INTERCÚN and  
HUNGARIAN RABBIT MEAT PRODUCTION COUNCIL**

Budapest, 10th February 2025

The Inter-professional Organization for Promoting the Rabbit Sector INTERCUN, an organisation which integrates the rabbit meat producer and processor sector in Spain, together with the Hungarian Rabbit Meat Production Council, launches a competitive procedure for the selection of the evaluation agency for the activities of a MULTI program for assessing the efficiency of information and promotion of rabbit meat in Spain and Hungary, regulated according to Regulation (EC) 1144/2014. The duration of the referred program is 3 years covering from 2025 to 2027.

From today until 14<sup>th</sup> March 2025 the deadline is open to submit the required documentation for all agencies wishing to compete for the assessment of the campaign executed in Hungary. This call does not cover the remuneration of the work and time spent by the competing non-winning agencies. The successful tenderer shall be selected by competitive tendering. The proposal should be presented in English and include evaluation activities and a research plan. It also should include the objectives and other indications of the briefing provided and shall be sent to [info@nyultermektanacs.hu](mailto:info@nyultermektanacs.hu) within the deadline set out in this call.

For further information, please contact [info@nyultermektanacs.hu](mailto:info@nyultermektanacs.hu) and/or phone +36 30 955 9913.

The proposal shall be aligned with the Work Programme for 2025 and within the framework of Regulation 1144/2014 of the European Parliament and of the Council of 22 October 2014, on information and promotion measures concerning agricultural products applied in the internal market and in third countries.

The deadlines are as follows:

- Deadline for submission of proposals: until 14<sup>th</sup> March 2025 (23:59 hours, GMT+1hour).
- Deadline for communication of the results: 24<sup>th</sup> March 2025 (23:59 hours, GMT+1 hour).

Rejected evaluation agencies shall be notified as soon as possible and in accordance with the timetable laid down for the process. There will be a specific programme in each country for the evaluation of their rabbit meat campaign. This means that all material must be adapted to both countries and edited in the appropriate language.

The assessment criteria that will be used for the evaluation of projects for the promotion of rabbit meat shall be as follows:

- Technical quality of the evaluation activities.
- Value for money (best return on investment).
- Experience in European campaigns' evaluation.
- Experience in other market research activities.
- Signed COI (conflict of interest) declaration.

The budget for the evaluation will be EUR 10.000 per year and the campaign will last for



three years. That means a campaign budget of EUR 30.000 over three years.

The evaluation agency must measure the following aspects:

- Purchasing behaviour
- Consumption behaviour
- Media: Media campaign impact through sample merger with audience panel and other media consumption
- Target group: 25-44 year old and 60+ year-old representative sample for the Hungarian population for gender and age
- The research activities must be executed each year. In Year 1 T0 level must be measured in May 2025 and then T1 at the end of Year1.

For more information you can visit the following sites:

REA: [https://rea.ec.europa.eu/funding-and-grants/promotion-agricultural-products-0\\_en](https://rea.ec.europa.eu/funding-and-grants/promotion-agricultural-products-0_en)

INTERCUN: [www.carnedeconejo.es](http://www.carnedeconejo.es)

Hungarian Rabbit Production Council: <http://www.nyultermektanacs.hu/>